



# **Drive Alert. Arrive Alive.**

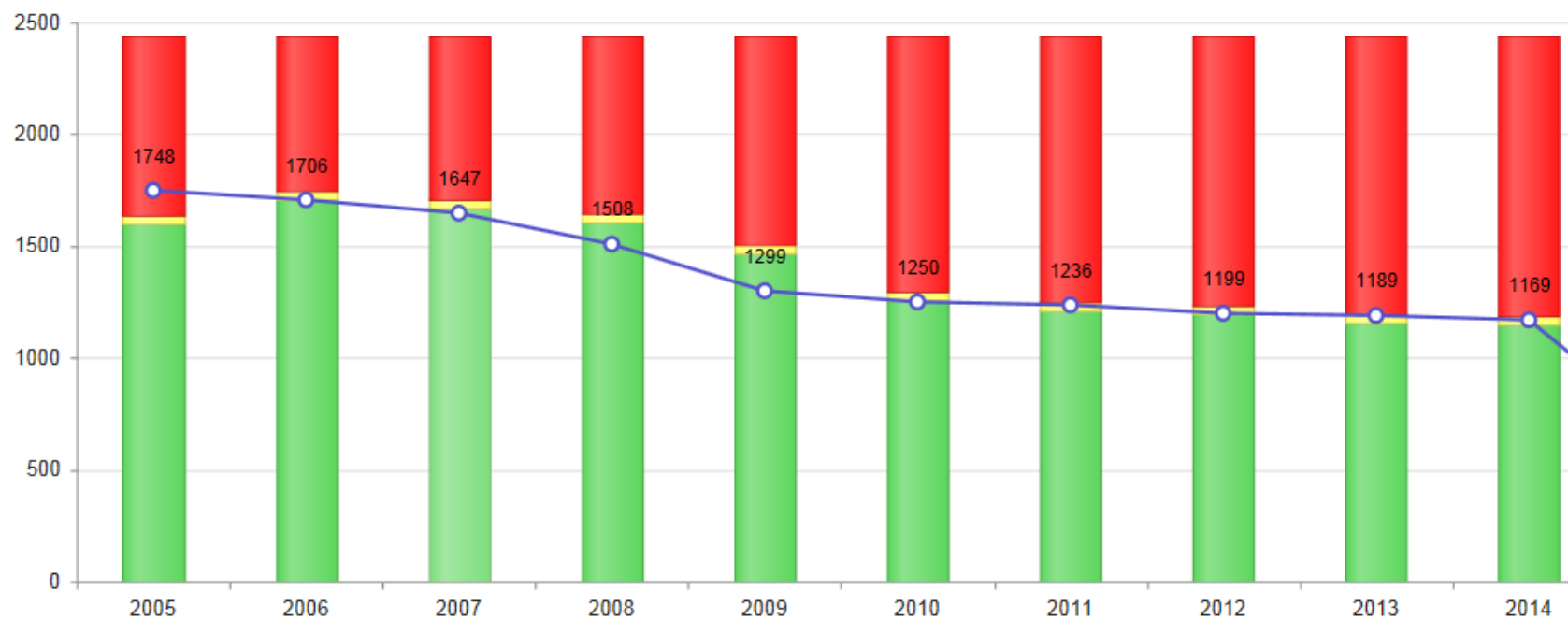
Committee of the Whole

9/16/15

Andrew Heath, P.E., State Traffic Engineer

# 2005-2014

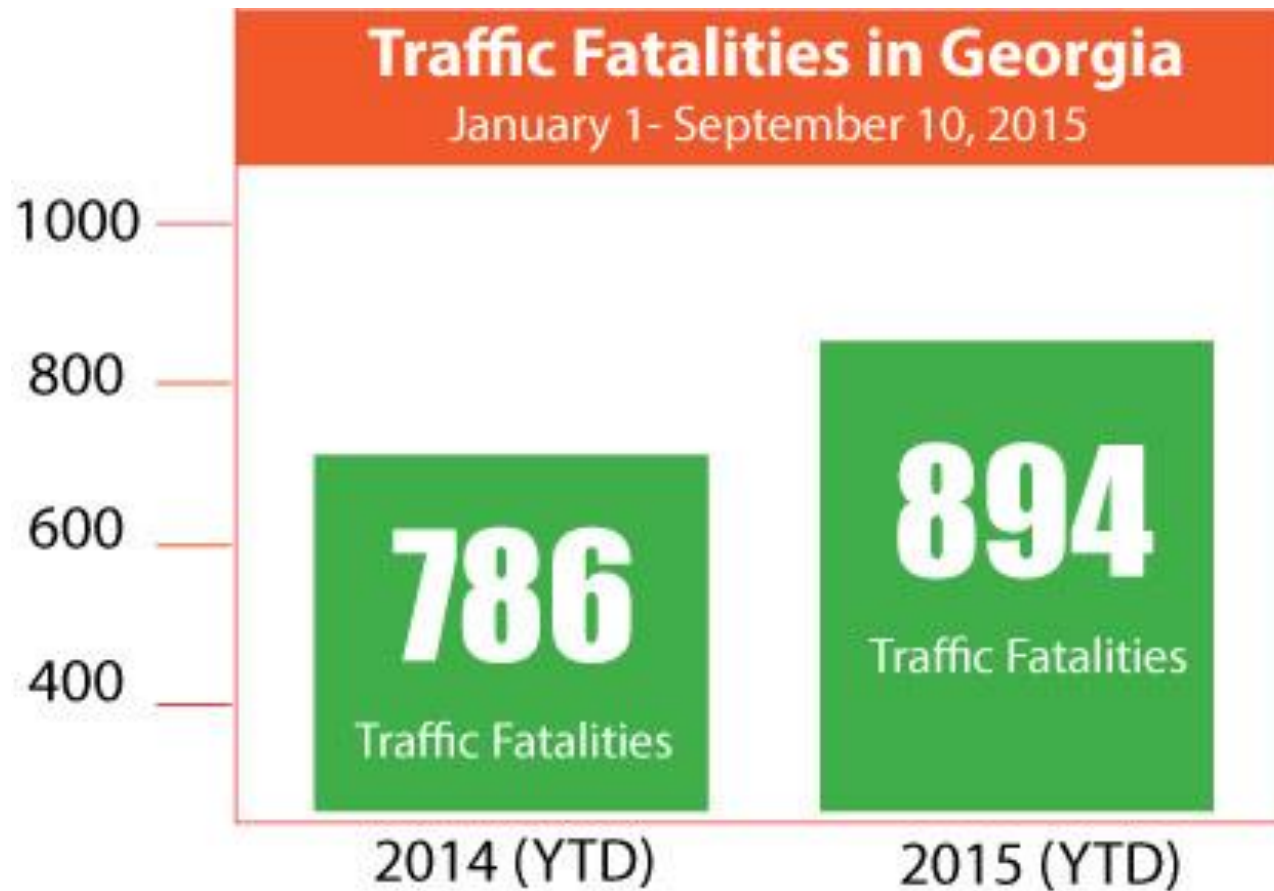
Annual-Fatality Trend on Georgia's Roadways



Data source: GDOT

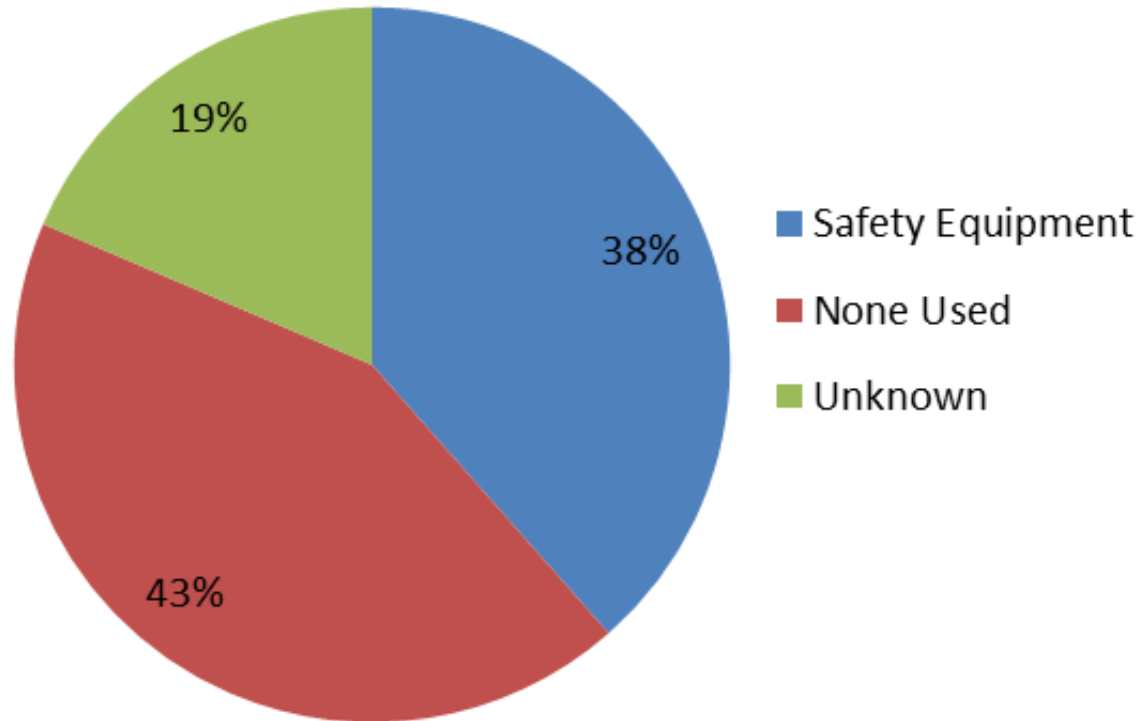
# 2015...

2014/2015 Year to Date Comparison



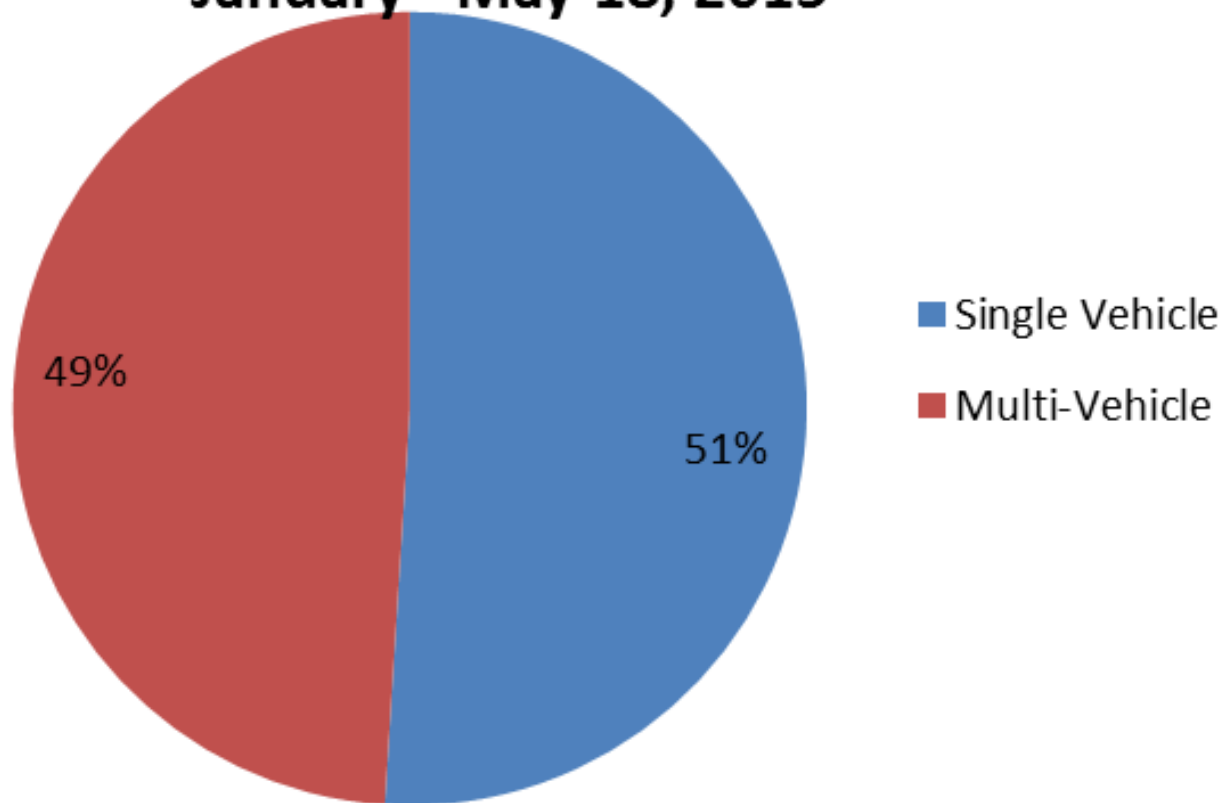
# 2015...

## 2015 Fatalities YTD Occupant Safety Equipment January - May 18, 2015



# 2015...

## 2015 Fatality Collisions YTD Multi v Single Vehicle January - May 18, 2015

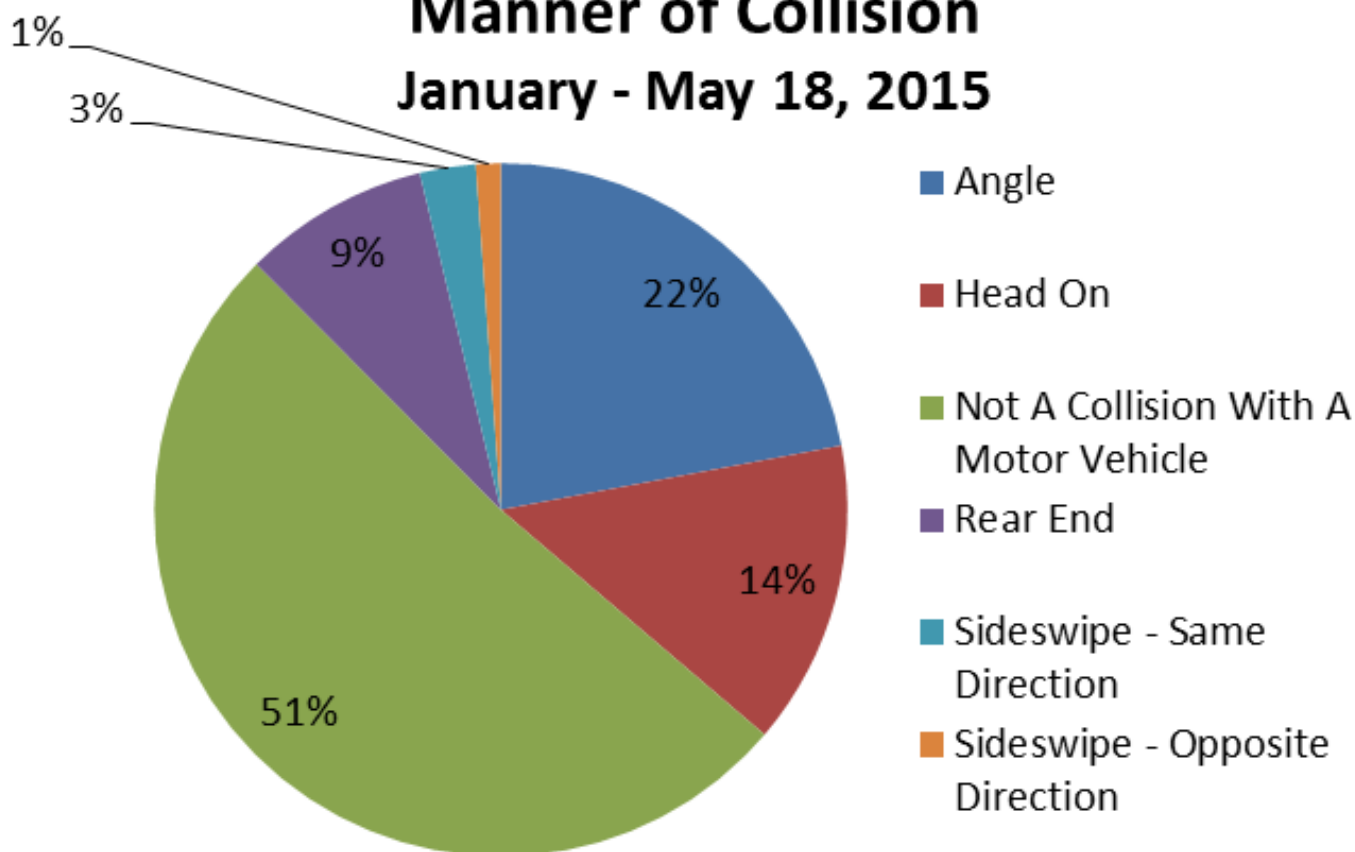


# 2015...

## 2015 Fatality Collisions YTD

### Manner of Collision

January - May 18, 2015





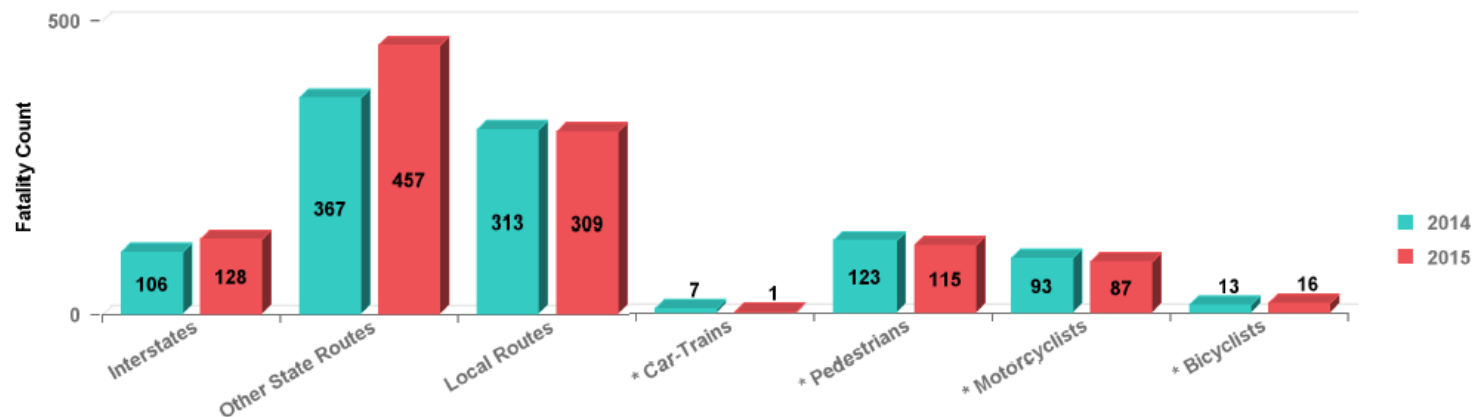
## Georgia Traffic Deaths - Yearly Total and Comparison

GDOT Office of Traffic & Operations

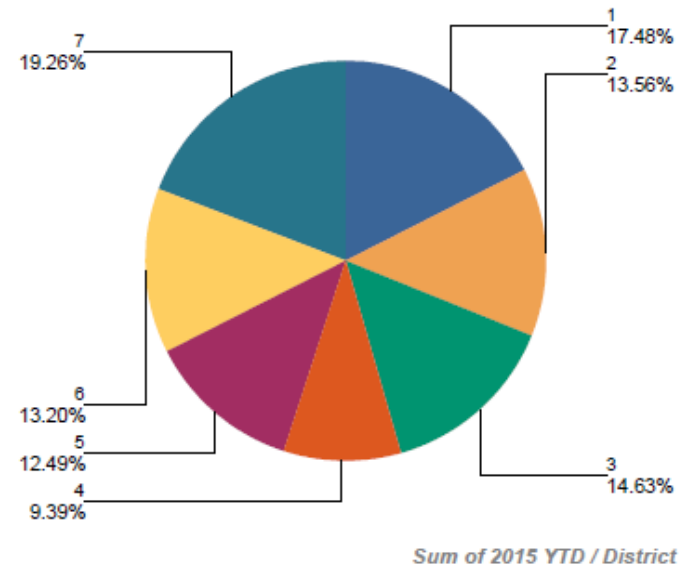
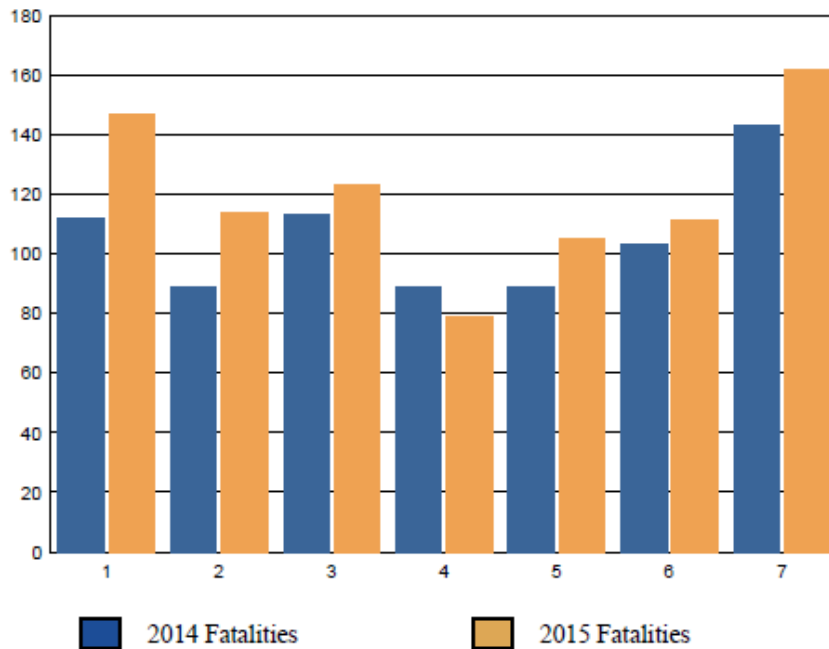
Fatalities as of Thursday, September 10, 2015

Fatality Type	TOTAL		YTD		YTD Change	
	2013	2014	2014	2015	Diff	%
Interstates	189	153	106	128	22	21%
Other State Routes	539	564	367	457	90	25%
Local Routes	461	453	313	309	-4	-1%
* Car-Trains	9	7	7	1	-6	-86%
* Pedestrians	180	170	123	115	-8	-7%
* Motorcyclists	113	134	93	87	-6	-6%
* Bicyclists	27	19	13	16	3	23%
<b>Total Fatalities</b>	<b>1,189</b>	<b>1,170</b>	<b>786</b>	<b>894</b>	<b>108</b>	<b>14%</b>

\* Included in Total



District	2014 YTD	2015 YTD	Difference
1	112	147	35
2	89	114	25
3	113	123	10
4	89	79	-10
5	89	105	16
6	103	111	8
7	143	162	19





# National Trend

“Motor-vehicle deaths up 14% in first six months of 2015” – National Safety Council



“U.S. Traffic Deaths, Injuries and Related Costs Up in 2015” - Newsweek



# What's Happening?

“Driving Topped 262 Billion Miles in March (2015)... U.S. Drivers Set New Record with Miles Traveled - FHWA

“7-in-10 people engage in smartphone activities while driving” – AT&T Survey, May 2015

“For Labor Day Drivers, Lowest Gasoline Prices in 11 Years” – New York Times

“Improving economy shares blame for worst US traffic ever” – Yahoo News

# The Campaign

- It's as easy as 1, 2, 3...
  - Buckle Up
  - Put Down Your Phone
  - Drive Alert
- Year Long Campaign
  - Focus on Partnerships
  - Messaging (TV, Radio)
  - Giveaways



# Thank you for your help!



# Questions?

<http://www.dot.ga.gov/DS/SafetyOperation/DAAA>

